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I personally want to thank the FCC, our citizens, and also Senator Snowe for making this event happen.

I'd like to, at this time, as a former mayor of Lewiston, Maine, Maine State Senator, and now mayor for the great City of Auburn, I've served many years in public service and do a lot of public work around the state, and I just want to say from my simple vantage point as a public official, and a servant of the people, it seems the media has a role to play in our community in helping me do my job.

It seems they have a three-fold plan, if you will, that serves the people. One is to inform. Two is to inspire. Three is to engage. I say that the media has done an adequate job through their PSA's in reaching out to people to inform them of health related issues, and I see that happens more and more often around this state to inform people of what their health choice options are.

To inspire. I see more and more what's called resolution journalism; whereas, not so much if it bleeds it leads, but now see more effort being made to at least tell the whole story and the other side of the story and talk about a solution to what people have seen and witnessed, either through the media and -- different forms of the media, whether it be print or in

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television. They inspire folks.

And last, but not least, to engage the citizenry, and more and more efforts being put towards get out the vote and encourage people to be involved and create this sense of community, this sense of belonging.

I'm reminded in of Emtosi Johnson, an 11-year-old South African child dying of AIDS who said to folks who were weeping uncontrollably around him, saying rather weep for me, instead put your energy into do the best you can with all you have in the time you have in the place you are.

Creating that sense of place is what I think media's role is all about, and so we're thankful for the efforts that are being made to create a sense of place and a belonging for us all.

Thank you.

(Audience applause.)

MR. ENSSLIN: Thank you, Mayor Jenkins.

Actually, I might mention, too, if you're having conversations here in the room, the acoustics are great in this auditorium, but it is a little bit distracting if folks are having little conversations on the side. Now would be a good time, if you could take it out back into the main lobby.

Now Representative Burgess.

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MS. BURGESS: Thank you and good evening, and welcome to Maine. My name is Meredith Strang Burgess, and I want to share with you a few examples of broadcast localism extraordinaire.

The media in this great State of Maine give an amazing support to many nonprofits and give back so much more than they're ever required. The good folks that work at these various media throughout the state also live here. They know their neighbors, and they help their neighbors.

In 1999, at the age of 43, I was diagnosed with breast cancer. Right from the beginning, I turned to the media to step up the news coverage on this despicable disease and teach and educate the public. I also asked them to participate in a plethora of fundraisers to help eradicate this disease, and they have. WCSH and WLBZ-TV have been running their amazing Buddy To Buddy program for years. It makes a difference.

In 2002, the annual Cure Breast Cancer For ME events were created to benefit the Maine Cancer Foundation. TV stations WCSH, WGME, MTW, MPXT, and even Time Warner have stepped up. They create video stories on a breast cancer survivor and present an award every year to that person. Portland Radio Group, WBCH, and

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even our local newspapers help by running PSA's.

To date we have raised \$750,000 for cancer research, and all that money stayed here in Maine.

JBQ stepped up, too and wanted to do something pink, and they've done the first of many annual fundraisers, including Quarters For Cures and Bras Across The Bridge. They've raised \$75,000 alone.

When I announced my spring campaign to obtain 2,000 reservations for a specialty pink licence plate for breast cancer, WPXT created and ran a beautiful PSA and asked other stations to help out.

I have worked in Maine for close to 30 years, and the key point I really want you to hear is that there has not been any difference in the positive how can I help response I received from medias all across our state. They are as responsive today as when I started, and they continue to give of their staff time, production talent, their personalities, air time, space, and support their neighbors and friends here in Maine and make a difference in my state, and for that I am very grateful.

Thank you.

(Audience applause.)

MR. ENSSLIN: Thank you.

I'd like to call -- the next 10 names that I call,

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if folks can come down by this microphone here. We heard from 28 people in the first session in this two minute portion, and if you saw the number that you had as you signed up, we're going to start with number 29 here. And so that is Megan Littlefield and Chris McGorrill, Marc Ericson, Michelle Johns, Russell Anderson, Herb Ivy, Debra McLean, Mike Sambrook, Alfred Schulz, and Craig Evans.

And first is Megan Littlefield. Megan, you have two minutes.

MS. LITTLEFIELD: Hi. My name is Megan Littlefield, and I've always lived in Maine. I've been the promotions assistant at the Portland Radio Group for two years, ever since graduating from the University of Maine at Farmington. So I'm a very local girl.

Part of my job is putting together an events listing of local-goings-on, and that's posted weekly on our website, as well as used on air. I'd like to read excerpts from a letter written by John Paradise of Portland now.

In my capacity as a member of the Board of the Maine Children's Cancer Program, a nonprofit organization that serves children with cancer and their families, I have had numerous positive interactions with a number of media outlets in the state. The support and

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willingness to go above and beyond in helping raise awareness and funds for various events and activities that the MCCP has throughout the year is nothing short of outstanding. For while the media outlets may be owned by out-of-state entities, the level of resources and commitment to local causes has never been higher.

I, too, was leery of what would happen with out-of-state ownership. I believe today's broadcast groups do serve the communities, oftentimes in ways many stations that were formerly locally owned could only dream of because of lack of resources.

I cannot speak for the rest of the country, but it is my humble opinion that broadcasters operating in Maine are, first and foremost, Maine broadcasters and reflect their commitment and dedication to their listeners and the public as a whole everyday through their actions.

Two events that I am significantly involved with are the Annual Walk and the Swish Out Child Cancer Challenge, a basketball tournament that is held annually in southern Maine. For the basketball tournament, one radio station, WPOR 101.9 in Portland, has been the radio sponsor of this event for 11 out of 13 years. In addition to running an aggressive on-air schedule promoting the event at no charge, WPOR offers morning

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show interviews, news stories, and always enters a team to participate in the event.

For the walk a number of radio stations don't just run PSA's supporting the event, they offer news stories, interviews on morning shows, live broadcasts from walk sites, and other opportunities that support this event.

There is never any hesitation from these outlets, and I'm truly appreciative of their support.

(Audience applause.)

MR. ENSSLIN: Thank you, Megan.

Chris McGorrill. Chris, you have two minutes.

MR. MCGORRILL: Thank you. Good evening. I'm Chris McGorrill. I'm a second generation Maine broadcaster. I work for the Portland Radio Group, proud to be here as a local broadcaster and to share comments from Mark Swann, the Executive Director of Preble Street who could not be here this evening.

Mark writes: Preble Street is a local multi-service nonprofit agency in Portland, Maine providing a broad range of services to homeless and low income adults, teens, and families. We run emergency shelters, soup kitchens, drop-in centers, and permanent housing opportunities. Preble Street is very reliant on local community support for food and clothing donations, volunteers, and financial support.

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For almost 15 years now we have had an incredibly strong partnership with the Portland Radio Group. Their stations have consistently covered our events and helped us raise issues related to hunger, homelessness and poverty.

Probably most critical for us has been their annual food drive to support our soup kitchens and food pantries. Every year during Thanksgiving week they have put their entire company at work soliciting food donations and cash contributions to support our efforts. 300,000 pounds have been raised annually through their food drive efforts. These donations help keep our pantry stocked and help us get through long winters and long lines at our soup kitchens.

Apart from the food itself, these food drives have been important as an educational tool in spreading our mission. The value of the on-air publicity during the food drive, and the many weeks leading up to it, cannot be measured.

In addition, we are appreciative of the awareness raising they do with sponsors, school groups, and businesses whom they rally to support feeding the hungry. Preble Street is very appreciative of our relationship with the Portland Radio Group and look forward to a continuing partnership with them.



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Thank you.

(Audience applause.)

MR. ENSSLIN: Thank you, Chris.

Marc Ericson.

MR. ERICSON: Good evening, Commissioners. My name is Marc Ericson. I'm the operations manager of the Citadel Broadcasting stations in New Hampshire. I host our country morning show, and I'm one of the authors of the State of New Hampshire Amber Alert plan.

For over a decade, I've worked for a group of stations that provide hundreds and hundreds of thousands of free air time to community groups each and every year. I've been there over a decade. We did this when we were locally owned. We do it today. When an ownership change took place, nothing changed in our commitment to our communities or to these local charities.

In addition to our own work, we're proud of our associations with other local broadcasters within the past year. The State of New Hampshire has suffered two devastating floods. We combined our efforts with Governor John Lynch, and WMUR-TV did two telethons that we helped out with, and together raised over a half million dollars that went back to residents in the State of New Hampshire.

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Out here in the trenches, Commissioners, I would submit that being a broadcaster is not something that you have to do, this is something that we do because we want to do it, and we do so proudly.

Clyde, dude, you messed up. You said that you were the one with the car, and you would take things. This is one year's worth of records associated with public service time that our four radio stations granted. I give you a million dollars granted to local community groups in 2006.

Clyde it's all yours.

MR. ENSSLIN: I'll take it. Thank you.

(Audience applause.)

MR. ENSSLIN: Michelle Johns, you have two minutes.

MS. JOHNS: Okay. My name is Michelle Johns, and I'm the Executive Director of the Cancer Community Center. We are a stand-alone agency serving cancer patients and their families and friends by providing wellness programs, informational sessions, a lending library, creative expression program, and support services in a group setting and individually through our statewide Maine Buddy program. These services are also provided to those in the community who have lost a loved one to cancer.

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Our entire budget is raised annually through support from the local community. This budget does not include a penny for radio or television advertising or marketing, either for awareness, nor to promote the fundraisers on which our organization depends so much.

In the nearly nine years of our existence, we have received considerable help from local radio and television stations. News stories and public interest stories about our programming have run on all the television stations and on radio public service programs.

The DJ's from various radio stations, but in most particularly the Portland Radio Group, have been exceptionally supportive. They have helped promote one of our major fundraisers every year for the last eight years during the winter holiday period.

Additionally, they have promoted other fundraisers during other times of the year, putting our name out to the public fall, winter, and spring. They have promoted the events in such a way that word about the agency's mission is spread along with information about the particular fundraisers.

Given our lean budget, this kind of access to the airwaves would not be possible for us without their generosity, and public awareness of our free services

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and the fundraisers that make them possible would be greatly compromised.

MR. ENSSLIN: Thank you, Michelle.

(Audience applause.)

MR. ENSSLIN: Russell Anderson. You have two minutes.

MR. ANDERSON: My name is Russ Anderson, and I am President of the Maine Chapter of the Multiple Sclerosis Society.

We rely heavily on the broadcast industry to donate time and talent to publicize our fundraising events and help us raise awareness about the terrible impact this disease, MS, has on thousands of Maine families.

We have received strong support from many TV and radio stations in Maine. Let me offer some examples. Meteorologist Joe Cupo of NBC affiliate WCSH 6 has been an active participant, spokesperson, and leading fundraiser in one of our major events for all of its 23 years. Each year the station produces a new 30 second PSA featuring Joe promoting this event, and runs this spot hundreds of times, all at no cost to our chapter.

WGME 13, the CBS TV affiliate, donated significant production time to produce a tribute video honoring our top volunteer at a recent dinner event. The lead news anchor spent hours doing interviews, and the production

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staff edited this into a professional video that was the highlight of that evening's dinner program, all at no cost to the chapter.

During MS awareness week, several TV broadcast stations ran stories about local families struggling with MS. All three network affiliates have provided on-air talent to MC fundraising events, promoting and adding credibility to those events. And I have rarely been denied the opportunity to appear on a specific local feature show to promote chapter activities.

Judy Horan, the President and General Manager of WLBZ 2 in Bangor, has been an active and involved member of our Board of Trustees and a valuable source of support in the Bangor area.

We have also received strong support from radio. For years the Citadel Group of radio stations has donated PSA spots and air time to promote our events, and has provided on-site coverage to offer visible support. We have also received good support from radio stations in other parts of Maine.

Without the support from the broadcast industry, we cannot extend our reach as far as we do or help as many people as we do. New rules attempting to mandate good behavior are clearly unnecessary because that behavior --

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MR. ENSSLIN: Russ, your time is up.

MR. ANDERSON: -- exists already.

(Audience applause.)

MR. ENSSLIN: Thank you.

Actually, before we get to Herb, let me mention the next ten names, and ask them to gather around this microphone. Starting with number 39, Jeff Wade, Ann Gagne, Pete McAleney, Doug Finck, David Butta, David Bunker, Suzanne Olson, Jacqueline Mitchell, Ellen Russell, and Ken Bauder.

And now, Herb Ivy. Herb, you have two minutes.

MR. IVY: Thank you. Hi, I'm Herb Ivy. I'm the President and Program Director for WBLM, WCLZ and WCYY FM rock radio stations owned by Citadel Broadcasting here in Portland. I've been the program director there for 15 years. I've also been on air and morning drive here for 20 years. I welcome you to Portland, home of a thriving local music scene that we are proud to serve.

We believe that local music matters. Playing local music both serves the community and is good for these top-rated radio stations. Playing local music gives us a true competitive advantage in this marketplace.

On CLZ and BLM we air a weekly hour-long local music show Greetings From Area Code 207 hosted by local musician Charlie Gaylord. It airs three times weekly in

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prime times. We've also produced an annual Greetings From Air Code 207 CD, 100 percent of the proceeds going to a local arts charity.

On CYY, our modern rock station, we've aired Spinout, a three hour show dedicated to giving airplay to indy and local talent. The show airs twice weekly and is hosted by Mark Curdo. These local shows are not a new endeavor to us. Spinout has run every week for 12 years, Greetings From Area Code 207 for six years.

And while these local shows are important and popular with our audience, we also play local artists in a regular rotation, real airplay, right alongside national and major label artists. In the past year on these stations, we've played over 50 local artists in a regular rotation, and have played their songs over 4,300 times.

And Citadel is preparing to do even more. In July we'll help launch and host a weekly local music video show with our friends at WPME-TV. And in another local music project, we've just received nonprofit status to start the Portland Music Foundation, a group to help educate and inspire local musicians and their fans.

I'm proud to say that four of the nine board members of the Portland Music Foundation are also Citadel Portland employees.

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Again, I welcome you to Portland, home of a thriving music scene that we are proud to continue to serve.

Thank you.

(Audience applause.)

MR. ENSSLIN: Thank you, Herb.

Debra McLean? Debra, you have two minutes.

MS. McLEAN: Good evening. I'm Debra McLean, representing the United Way of Greater Portland.

The support of our local broadcasters, both in the television and radio world, means that the United Way can more easily tell area residents about United Way programs and agencies that provide solutions to local problems.

Here's a quick look at the help offered during our year. This spring WMTW ran public service announcements for 211 in prime time. 211 is the statewide health and human resources help line, and media coverage has been instrumental in getting the word out about this service. 211 Maine is celebrating its first anniversary, and we've already received promises of media coverage for our across-the-state track.

We recently launched the Stairwell Campaign for our Let's Go initiative. Also covered by WMTW, Let's Go is a program supported by major companies in our area to



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promote healthy lifestyles among local kids.

United Way depends on volunteers. This year our annual Day of Caring, which pairs community volunteers with agencies needing work, was hosted by WBLM which also broadcast through the day.

In October, we'll partner with WCSH for Six Who Care, which recognizes volunteerism in our communities. This special event is broadcast on prime time.

Other volunteer events that receive public notice include our community Thanksgiving, and the cash free tax preparation program which helps lower income workers get their earned income tax credits.

This summer WCSH will be donating an editor and editing suite to help us produce our campaign and finale videos. All three TV stations, and many radio broadcasters, help promote the campaign kickoff and act as MC's during kickoff activities. This doesn't include the countless hours spent by broadcast professionals on our marketing committee initiative work and United Way board membership.

We can't do the work of the community alone, and when our local broadcasters support us, we don't have to.

Thank you.

(Audience applause.)

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MR. ENSSLIN: Thank you, Debra.

Mike Sambrook. Mike, you have two minutes.

MR. SAMBROOK: Thank you. My name is Mike Sambrook, General Manager of Citadel Broadcasting's Portland radio stations. I've been working at the same radio station here in Portland for the past 26 years. My love for radio began while working for my college radio station. It started as a thrill to use the power of that microphone, but even at a tiny college radio station in the middle of Pennsylvania, we knew that we had a responsibility to serve our local community.

It was never clearer than one day in March of 1979 when we received an alert of an accident 30 miles down the river at Three Mile Island Nuclear Power Plant. We were just a bunch of kids, but we knew we had people listening to our station, and we had an obligation to them.

We took calls from listeners, we provided information about shelters and escape plans as the situation developed. It was the best way we knew to serve the listeners in our area. It was about being local.

Good broadcasters know that programming local content for their audiences is good business. The good broadcasters become an important part of the community.

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The bad ones can't compete for long and fade away, just like bad businesses anywhere. It's not the size of the company or where the corporate office is located, it's the people at the stations, and there are a lot of great people broadcasting in Portland.

In just the past eight years working for the same stations, we've been owned by a local company, an out-of-state company, a private company, a publicly owned company, and I'm proud that more than half of our current staff worked for us eight years ago, too. So they have also been through the same changes.

Our owners understand that each city is very different, so they give us the freedom to do what is right for the communities we serve.

It was mentioned earlier that last night someone stole \$700 of diesel fuel from a truck used by a local food bank. This morning, one of our stations held an auction and quickly raised \$1500 for that food bank. It's the right thing to do. It's simple. It's just what we're proud of.

Thanks.

(Audience applause.)

MR. ENSSLIN: Thank you, Mike.

Alfred Schulz. Alfred, you have two minutes.

MR. SCHULZ: Thank you. My name is Alfred Shulz.

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I'm executive producer at 560 WGAN and 970 WZAN in Portland Radio Group. I'd like to share a letter from the Director of Portland Transportation in the City of Portland.

Members of the Commission, my name is Captain Jeffrey Monroe, and I am the Director of Transportation for the City of Portland. Our department operates the Portland International Airport and municipal marine facilities and the Port of Portland and coordinates the surface transportation, including busses and rails in the greater Portland area.

In 2006 our system handled a record 6.2 million passengers and over 30 million tons of cargo. Our transportation system is a vital part of our community, and the economy of southern Maine. We have enjoyed a close working relationship with our local media outlets, including radio and television. We've also remained free and open with the media, and with both positive and sometimes not so positive news.

In all cases we have found our news outlets to be highly professional, respective and balanced in their reporting to the public.

Most vital is the important partnership we have forged in providing public information, disruptions to the transportation system due to adverse weather

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conditions, and the reporting of activities related to emergency response situations associated with transportation.

This was most evident during 9-11 when working with the news outlets we are able to report vital information about the shutdown of aviation and the marine systems in a concise and effective manner.

The effort continues today through the provisions of information related to transportation disruptions and weather delays tracked by the department that is quickly relayed to the public through our local media. These efforts have enhanced public safety and developed a level of trust between our public entities and our media partners. The radio and television stations in the greater Portland area should be commended for their professionalism, integrity, and objective reporting, and as well as their efforts to provide critical public information that is significant to our traveling public and citizens of southern Maine.

They are a vital link to providing the information and news that our community expert and highly -- expects and highly values. They give a -- thank you for your consideration and -- thank you for your consideration of my comments.

Sincerely, Captain Jeffrey W. Monroe, Director of

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Ports and Transportation, City of Portland, Maine.

MR. ENSSLIN: Thank you, Alfred.

(Audience applause.)

MR. ENSSLIN: Craig Evans.

MR. EVANS: Good evening. My name is Craig Evans. I'm the Director of Development for the Salvation Army. While I've only been in this position a few years, the relationship between my organization and the broadcast community of Portland has existed for generations.

Together we have collaborated to identify needs in the community and attempt to meet those needs through public awareness programs, fundraising, and any kind of donations. It may come as no surprise that much of our efforts have been focused mostly on the Christmas season, a time of the year that is often associated with the work of the Salvation Army.

Over the years we have joined with virtually every television station and several radio stations in the Portland market to ensure that thousands of needy children receive a toy on Christmas morning or a warm coat to protect themselves from the winter chill.

In the last 18 years in particular, we have had a vibrant thriving relationship with WCSH-TV, through both financial contributions and the Coats For Kids program. I would characterize this as a model partnership, using

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our mutual resources to make a difference.

In a response to a recent capital campaign, the station made a generous and significant contribution to help us improve facilities at our adult rehabilitation center in Portland, the largest residential treatment substance abuse program in the state.

Through our Coats For Kids program, almost a half million coats have been collected since the inception of the program. Last year alone we distributed 30,000 coats throughout the State of Maine; however, we like to believe that the success of the program is more transformational than informational, improving the lives of individuals who come through our doors each and every day. People like Tim, a single parent from South Portland whose ability to provide basic necessities to his young son each day is a struggle.

When he appealed for our help this past Christmas, we were able to give him toys, hat, mittens and a warm coat for his son. Some of us may take these things for granted, but for Tim it made all the difference in the world.

Without the support of the broadcast community, we would not be able to reach out to Tim and thousands of others like him. We value our partnerships with the broadcast media, and I am simply happy to express our

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gratitude in this forum.

Thank you.

(Audience applause.)

MR. ENSSLIN: Thank you, Craig.

Jeff Wade.

MR. WADE: Thank you, Commissioners, and thank you for your time today. My name is Jeff Wade. I am the program and news director of news radio 560 WGAN in Portland, owned by Saga Communications. I'm relatively new to Portland, just under two years here, but I'm happy to report that this is the way life should be.

I have been working in radio for better than half my life, from high school to college, through my entire professional career. During that time I've been fortunate to see firsthand the importance of local broadcasting. Prior to Portland, I worked for WPOR in Providence, where, as its executive producer, I oversaw live and local talk shows and the news operation that focused their attention daily on the happenings of the local community, and if you follow around politics at all, it's never dull there.

I came to WGAN and Portland Radio Group in 2005, because, like WPOR, it's a locally focused news talk station. Its success is rooted in its involvement on a local level. Indeed, WGAN in Portland is in a nearly



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eight decade relationship with the greater Portland community. Its commitment to local access for community has been unwaivering. During the 2006 election season, WGAN organized broadcast debates on local candidates and issues during its morning program, including a one hour debate between the First District Congressional candidates, a one hour shared candidates debate hour, and a two hour debate between opposing sides of the tax payer bill of rights referendum. On election night itself, WGAN was on live all night long providing local news coverage of all the statewide races and reporters were staffed at all the candidates' headquarters, including third-party candidates. Interviews were conducted on air with candidates and local analysts offered their reaction.

Focus on local access is not just an election phenomenon either. This spring WGAN hour aired an hour long morning debate between developers competing for the right to develop the Maine State Pier. And we have regularly shown a spotlight on a host of other issues, including administrative consolidation of the schools, state and local budget talks, tax reform, healthcare and more, talking to the decision makers, whether they're Democrat, Republican, Green Party, whoever. The first priority is always to discuss what matters to our